various schemes/programmes. These are implemented across the country. Depending on demand, the allocation of funds is made scheme-wise, not State-wise.

(b) To facilitate the promotion and development of micro and small enterprises (MSEs) and to further enhancing their competitive edge, the Government has announced, *inter-alia,* (i) the Package for Promotion of Micro and Small Enterprises, (ii) the implementation of National Manufacturing Competitiveness Programme, besides operationalising the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 from 2nd October, 2006.

**Mandatory purchase of products produced by SSIs**

†2717. SHRI RAJ MOHINDER SINGH MAJITHA:
DR. MURLI MANOHAR JOSHI:

Will the Minister of MICRO, SMALL AND MEDIU NTERPRISES be pleased to state:

(a) whether Government are considering a proposal for making mandatory the purchase of products produced in small scale industries sector;

(b) if so, the details of the proposal;

(c) whether the proposal is to be implimented in Government and non-Government sectors uniformly;

(d) if so, the details thereof; and

(e) by when this proposal is likely to be implemented?

THE MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD): (a) Yes, Sir.

(b) to (e) This Ministry has initiated consultation process with all the stakeholders including industries associations and procurement agencies to formulate procurement preference policy for SMEs as envisaged under Section 11 of MSMED Act, 2006.

**Appointment of CEO of KVIC**

2718. SHRI MAHMOOD A. MADANI:
SHRI SANTOSH BAGRODIA:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether it is a fact that despite recent amendment of the KVIC Act to professionalise it, the position of the CEO has remained vacant for long tenures;

(b) if so, the reasons for such delay in appointing the CEO of the KVIC; and

(c) by where Government propose to appoint the CEO?

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†Original notice of the question was received in Hindi

THE MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD): (a) to (c) After the provisions of the amended KVIC Act coming into force on 15th May, 2006, the post of Chief Executive Officer (CEO), KVIC fell vacant on 31st May, 2007 on superannuation of Shri C. Chandran. On the same day the charge of CEO, KVIC was entrusted to Shri Pravir Kumar, Joint Secretary, Ministry of Micro, Small and Medium Enterprises, in addition to his own responsibilities. Presently Shri J.S. Mishra is working as regular CEO, KVIC since 30 July, 2007.

**Khadi as a Global Brand**

2719. SHRIMATI N. P. DURGA: Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) what efforts his Ministry, is making to make Khadi a global brand;

(b) whether it is a fact that some States like Rajasthan are making efforts to make Khadi a global brand;

(c) if so, the details thereof;

(d) whether any help from NIFT is proposed to be taken to achieve the above objective;

(e) if so, the details thereof; and

(f) if not, the reasons therefor?

THE MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI MAHABIR PRASAD): (a) The following efforts have been made in the direction of creating a global image for khadi and village industry (KVI) products:

(i) Three registered brands are being used by the Khadi and Village Industries Commission (KVIC), exclusively for products under the purview of KVI sector:

- Khadi Brand: Mainly for premium and export oriented products.
- Sarvodaya Brand: Products for consumption of middle and lower income group.
- Deshi Aahar: For organic food items.

(ii) KVIC takes part in international trade fairs and exhibitions where, branded products, including khadi items, are widely exhibited. Delegations of Export oriented Units/Institutions registered with KVIC/State/Union Territory Khadi and Village Industries Boards (KVIBs) are also provided financial assistance to participate in the international exhibitions. During 2006-07, KVIC took part in 5 such exhibitions.

(iii) For promotion of export of khadi and village industry products, KVIC provides cash incentives to the registered, exporting institutions and individual entrepreneurs at the rate of 5 per cent of the free on board (FOB) value of exported items.